Touchscreens Demo
Results of Visitor Testing through 12/31/2012

Group demographics:

Total number visitors: 41
Total number groups surveyed: 10
Group types: 10 family groups
0 school groups
Adults in survey groups: 18
Children in survey groups: 23

Visitor observations:

36/41 individual visitors (88%) stayed for the entire demonstration.

5/10 groups observed (50%) asked questions during the demonstration.

Visitor interviews: (total responses exceed 100% if groups gave multiple answers)

Q1. What is this demonstration about?

Category of response	Number of responses
Electricity	2 (20%)
Circuits/ electronics	3 (30%)
Science/ technology	2 (20%)
Touchscreens	8 (80%)
Coordinates	1 (10%)

Q2. Can you tell me how a touchscreen works?

Category of response	Number of responses	Sample Answer
Correct	5 (50%)	Touch to conduct electricity

		Sandwich that makes wires touch Your finger changes the electricity (for a capacitive touchscreen)
Partially correct	9 (90%)	Like a grid Press down and it sends a signal
Incorrect	1 (10%)	Connected with magnetics

Q3. Do you think the topic of this demonstration is relevant to your life?

Category of response	Number of responses	Sample reasons
Yes	7 (70%)	Use phones/ATM in everyday life You can invent new technologies
No	1 (10%)	Might come in handy when I get a job
Maybe	2 (20%)	Want to be a game designer when I grow up You use it every day, but don't think about it
Don't know	0	

Q4. On a scale of 1 to 5 (with 5 being highest), how interesting was this program?

Category of response	Number of responses
4–5	8 (80%)
3–3.99	1 (10%)
2–2.99	1 (10%)
1–1.99	0

Q5. How could we make this program better?

Category of response	Number of responses
No suggestions	2 (20%)
Bigger screen	1 (10%)
Make interface look like a	2 (20%)

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Have a real device	4 (40%)
More complex response	2 (20%)